

INFORMATION DISCLOSURE CITATION
(Use several sheets if necessary)

Docket Number (Optional)	Application Number
WD2-98	Not Yet Assigned
Applicant(s)	
Jay S. WALKER et al.	
Filing Date	Group Art Unit
March 27, 1998	Not Yet Assigned

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	APPROPRIATE
PLC	A	4,908,761	3/13/90	Tai	—	—	
PLC	B	5,056,019	10/8/91	Schultz et al.	—	—	
PLC	C	5,380,991	1/10/95	Valencia et al.	—	—	
PLC	D	5,459,306	10/17/95	Stein et al.	—	—	
PLC	E	5,638,457	6/10/97	Deaton et al.	—	—	
PLC	F	5,687,322	11/11/97	Deaton et al.	—	—	
PLC	G	5,689,100	11/18/97	Carrithers et al.	—	—	

FOREIGN PATENT DOCUMENTS

REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
						YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER		

EXAMINER	DATE CONSIDERED
Penny Caudle	5/20/99

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE STATEMENT

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ATTY DOCKET NO.

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09/049,297

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FEB 25 1999

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U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
PLC	A. 4,567,609	01/28/86	METCALF			
PLC	B. 4,817,166	03/28/89	GONZALEZ			
PLC	C. 4,878,248	10/31/89	SHYU, et al			
PLC	D. 4,908,761	03/13/90	TAI			RECEIVED
PLC	E. 5,056,019	10/08/91	SCHULTZ			MAR 01 1999
PLC	F. 5,081,685	01/14/92	JONES et al.			Group 2700
PLC	G. 5,136,658	08/04/92	MORI			
PLC	H. 5,315,664	05/24/94	KUMAGAI			
PLC	I. 5,327,508	07/05/94	DEATON			
PLC	J. 5,380,991	01/10/95	VALENCIA			
PLC	K. 5,388,165	02/07/95	DEATON			

FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
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PLC	L. EP 25754	03/25/81	EUROPE				
PLC	M. WO 9629668	09/26/96	PCT				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

PLC	N.	Casper, Carol, "RESTAURANTS SEEK LOYAL CUSTOMERS", Information Access Company, May 1994, Vol. 6; No.5; p. 18.
PLC	O.	"STOP & SHOP DEBUTS MASTERCARD", Information Access Company, October 23, 1995 No. 44 Vol. 2.

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PLC	P.	5,448,471	09/05/95	DEATON			
PLC	Q.	5,459,306	10/17/95	STEIN			
PLC	R.	5,568,406	10/22/96	GERBER			
PLC	S.	5,638,457	06/10/97	DEATON			RECEIVED
PLC	T.	5,687,322	11/11/97	DEATON			MAR 01 1999
PLC	U.	5,689,100	11/18/97	CARRITHERS			Group 2700
PLC	V.	5,710,557	01/20/98	SCHUETTE			
PLC	W.	5,745,052	04/28/98	MATSUYAMA			

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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

PLC	X.	Marriott, Anne "A CREDIT DEAL - OR NOT? ;CO-BRANDED CARDS' OFFERS RAISE TAKERS, DEBTS", The Washington Times", July 17, 1996 at p. B7.
PLC	Y.	Cross, Richard , "THE CUSTOMER VALUE CHAIN",, American Demographics, Inc.,Marketing Tools, January/February 1997 p. 14.

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PLC	Z.	Purpura, Linda "GREEN HILLS FARMS FINDING GOLD IN FREQUENT - SHOPPER CARDS.", Supermarket News, February 24, 1997 at Sec. No. 8, Vol. 47; p. 19.	
PLC	EE.	Gilligan, Gregory J. Gilligan, "UKROP'S BRANCHES INTO FINANCE; FOR THE CHAIN'S CEO, THIS WAS A DEAL THAT WAS TOO GOOD TO MISS" The Richmond Times Dispatch, April 27, 1997	
PLC	CC.	Bowie, Liz "FOOD LION LOOKS TOWARD BALTIMORE; AREA A 'GROWTH MARKET' TO CHAIN; 20-25 STORES MAY COME, SOURCES SAY; COMPANY KEEPING QUIET; NO-FRILLS RETAILER POSES COMPETITION FOR REGION LEADER GIANT", The Baltimore Sun, Company April 28, 1997 p.11c	
PLC	DD.	"A & P/DOMINION JOINS AIR MILES (R) REWARD PROGRAM", Canada Newswire August 21, 1997.	
PLC	EE.	Purpura, Linda "THE GREAT EQUALIZER: WHEN IT COMES TO CUSTOMER-LOYALTY PROGRAMS, QUICK REACTIONS TO INCOMING DATA GIVE INDEPENDENT RETAILERS A COMPETITIVE ADVANTAGE", The Supermarket News, September 1, 1997 Sec. No. 35, Vol 47; p.17.	
PLC	FF.	Appel, Ted "SMART COUPONS CUSTOMERS SAVE BIG, STORES TRACK SPENDING WITH DISCOUNT CARDS", The Press Democrat, October 5, 1997 p. E1.	
PLC	GG.	Blackwell, Richard "GET CLUB Z POINTS FOR SHOPPING CIBC", The Financial Post, October 9, 1997 Sec. 1. p.17.	
PLC	HH.	Bird, Anat, "Super Community Banking: Sharpen Strategy to Keep Your Bank's Most Profitable Customers for Long Haul" The American Banker, December 3, 1997, p.4.	
PLC	II.	"HERE COME THE CANADIAN MARKETERS", Credit Card Management, January 1998.	
PLC	JJ.	Smith, Rebecca "BUY MORE, PAY LESS; FREQUENT SHOPPER PROGRAMS PROMISE A BRAVE NEW WORLD IN GROCERY BUYING", Pittsburgh Post-Gazette, January 19, 1998, p.E-1.	
PLC	KK.	"CIBC CLUB Z VISA CARD" (http://www.cibc.com), download date February 1, 1998.	

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Docket Number (Optional)

WD2-98

Application Number

09/049,927

Applicant(s)

Jay S. WALKER et al.

Filing Date

March 27, 1998

Group Art Unit

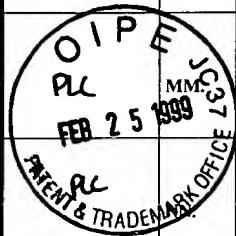
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INITIAL

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"TURBOCHARGING YOUR CUSTOMER-LOYALTY PROGRAMS" (<http://retailtech.com/archive/turbocha.htm>)
download date February 1, 1998.

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PP.

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